

# A STUDY OF CONSUMER BUYING BEHAVIOR TOWARDS BRANDED CASUAL SHOES IN LUDHIANA CITY.

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**ABSTRACT:** In modern days, Shoes are seen as things of adornment, fashionable items that are utilized to improve self image. The aim of study consumer behaviour is to predict consumer responses in market toward branded casual shoes. Because consumer is king and the success of a company thrives on understanding its customers. (Dudovskiy, 2015) This paper helps us to know that what type of brand is to be adopted by the customers with the change in life style, the demand of customers also goes on changing. Customers needs and wants, becomes first preference of the for every brand. This paper helps us to know Consumer Buying behavior towards branded casual shoes in Ludhiana city.

**Keywords** – Consumer behaviors, casual shoes, Branded Causal shoes

## INTRODUCTION:

To understand the Behavior of the customers is the most important achievement of business organization. It is interesting of study the link within “What we buy “and” why we buy it. Every customer is distinctive in their habits. In this way, Brand plays an important role in customer decision making. There are so many factors i.e. social , cultural, personal and psychological factors which affects customer decisions. In Today competitive world, consumer differ their perceptions, they hold different images for specific brand and by to go for the premium brands so that they can easily influence their friends, relatives and colleagues – Consumer behavior is a sum total of attitude, preferences, intentions and decision Regarding customers buying behavior. Disciplines i.e. Anthropology, psychology, sociology and economics is the study of customer behavior drones upon social science. (Nagarkoti, 2009)

## REVIEW LITERATURE:

**Cyert (1956)** may have been the first to observe that a number of individuals are involved in purchasing decision and act as agents, and the concept was labeled as “buying behavior” (Cyert, 1956). After that Webster and Wind (1972) famously identified five buying roles, they are: 1. users 2. Influencer 3.buyer 4.decider and 5 Gatekeeper . (Frederick E. Webster, 1972)

**Peter and Olson, (1993)** mention that interactions between the people’s emotions, moods, affection and specific feelings is called customer behavior, in other words in environmental events which they exchange ideas and benefits each is called customer behavior . Buying behavior of people, who purchase products for personal use and not for business purposes. (J. Paul Peter, 1993)

**Schiffman & Kanuk, (2004)** Consumer behaviour is the study of how individuals spend their available resources on consumption-related items. It includes the study of what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, and how often they use it. (Schiffman & Kanuk, 2004)

**D’Mello (2003)** in his study examines the plight of the workers in shoe manufacturing companies. The author has followed a case study method considering Phoenix India, a subsidiary of Reebok Shoes. The study brings to light the anomalies faced by the workers in these manufacturing units. (D’Mello, 2003)

**Kotler (2004)**define customer’s behavior as the behavior that the customers display while purchasing or in searching for purchasing, consuming, evaluating and disposing of products and services that they expect

will meet their needs. Customer buying behavior incorporates the acts of individuals directly involve in obtaining, consuming and disposing of economics goods and service including the decision process that lead and determine these acts. (Kotler, 2004).

**Chen, (2008)** conducted another study in the similar field which was reviewed for the research is “The external factors that influences Taiwanese students shoe purchase intention”. This study was based on 6 external factors which include brand, price, promotion, style, durability and comfort. The purpose of this study was to examine the external factors that influence Taiwanese college students. The result of multiple regression analysis indicated that the customer prefer comfort and style more than any other factor. (Chen, 2008)

Recently, the research by **(S.Saha., 2010)** on "Elements Affecting Consumer Buying Behaviour of Shoes in Kolkata" connected the 4Ps of marketing blend as a system to order and assess the significance level of different sub-factors, for example, brand, cash discount, store area, advertising on consumers in Kolkata, India. The effects from gender and salary level on purchasing conduct of shoes were additionally tried. Consumers incline toward the purchase the shoes from restrictive shoe outlets instead of through supermarkets or retail chains. Male and female are found to have comparative supposition with respect to the significance of these elements. Research conducted by Dr. Abhay N. Buchha on buying behaviour of shoes states that youth purchased branded shoes as they consider brands show high standard. Companies aim to attract the customers with new brand name and product varieties. Product quality awareness amongst people is very poor. People preferred branded sports shoes because of advertisement impact rather than Product Quality. (buchha, 2015).

## OBJECTIVES OF THE STUDY

- To find out the influence of demographic variables such as gender, age, income level and occupation on purchase of branded casual shoes.
- To find out the level of importance given to the factors such as price, quality, Durability, etc. by the customer while taking purchase decision of branded casual shoes.

## HYPOTHESIS

The following assumption had been proposed after the analysis of literature:

- H1. There is a association between age and overall satisfaction towards Branded casual shoes.

## RESEARCH METHODOLOGY

**Research problems:** Consumer Buying Behaviour towards different branded casual shoes in Ludhiana city

**Research method :** Exploratory method

**Sampling design**

**Sample Method-** Random Sampling ( probability) technique

**Sampling Sample size –** 100

**Primary data –** Questionnaire

**Sample :** It is a unit that is selected from population. To understand about samples, researchers pay attention to following points:

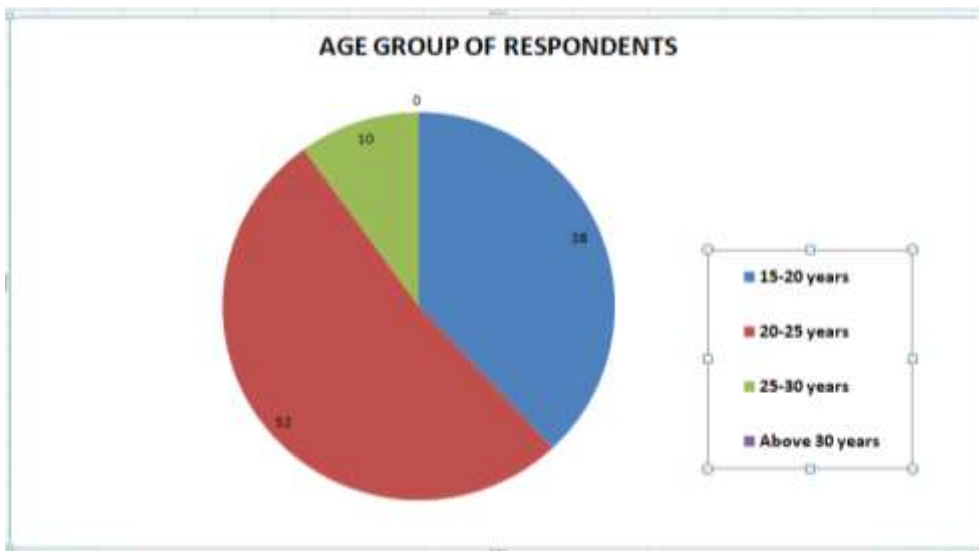
- Sample units:-** A section for the research and gather facts and figures as a whole. sampling unit may be a geographical one such as state, district, village etc in this research sampling unit is Ludhiana area.
- Source of data:-** Researcher can collect the data through primary sources i.e. Market Survey, interview or observation and Market area i.e. Ludhiana.

- c. **Sampling Size:-** The sample size is a statistical technique and number of observations that constitute it. To determine the sample size, it is an important step of research study. Size of Sample should neither be too large nor too small, it should be optimum. For this research sample size was 100.

## DATA ANALYSIS

### 1. What is your age group ?

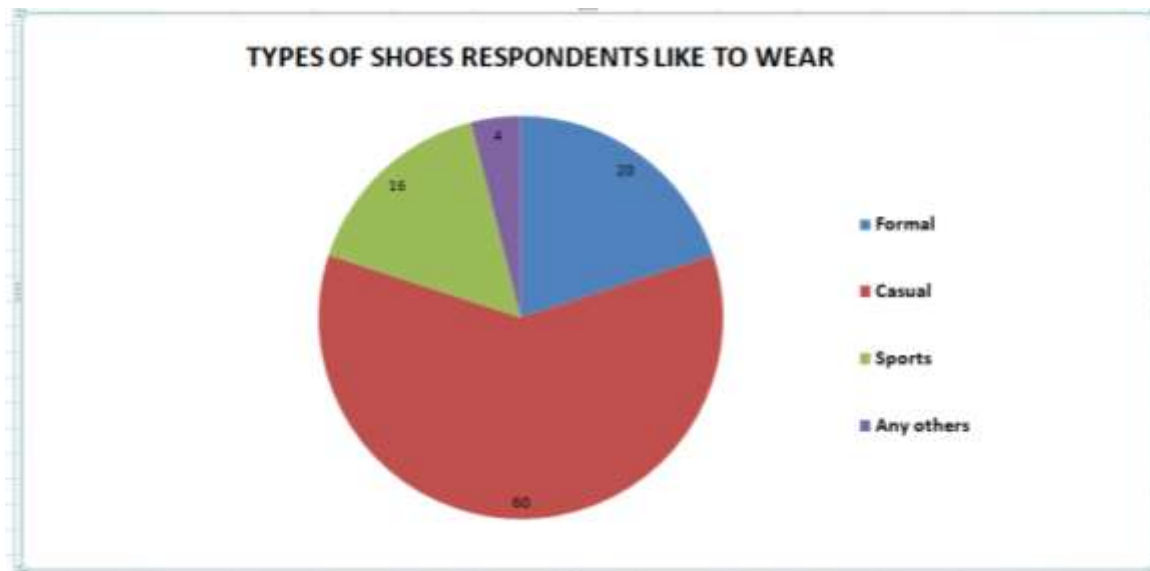
Age group	frequency	percentage
15-20 years	38	38.0
20-25 years	52	52.0
25-30 years	10	10.0
Above 30 years	0	0



Interpretation: Majority of respondents i.e. 52 are from the age group of 20-25. 38 respondents are from the age group of 15-20 and only 10 respondents are from the age group of 25-30.

### 2. Which type of shoes do you like to wear?

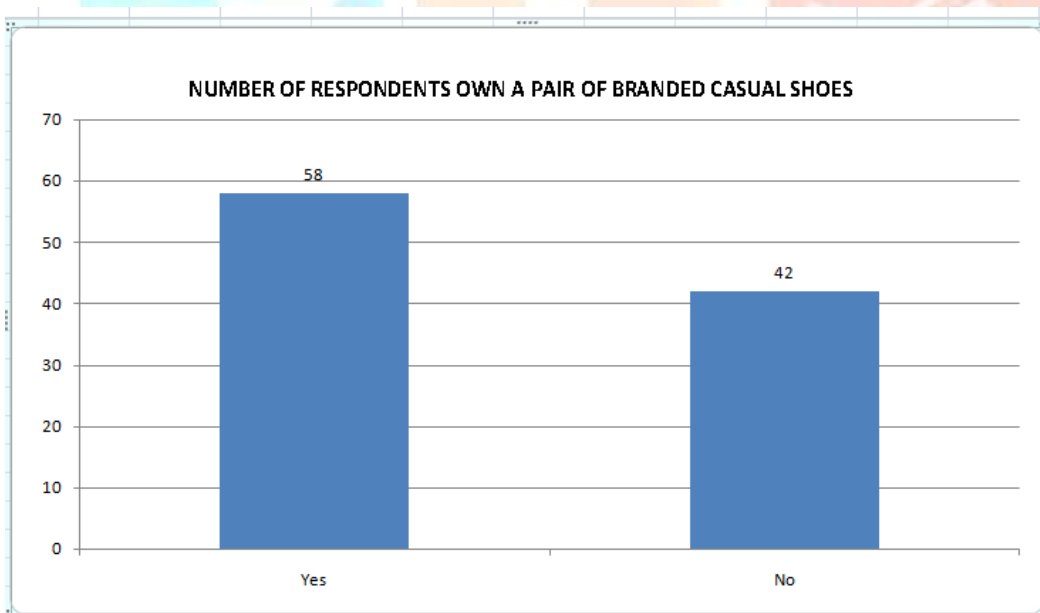
Particulars	Frequency	Percent
Formal	20	20.0
Casual	60	60.0
Sports	16	16.0
Any others	04	4.0



Interpretation: 60 respondents like to wear casual shoes while 20 like to wear formal shoes only 10 respondents like to wear sports shoes.

**3. Do you have a pair of branded casual shoes?**

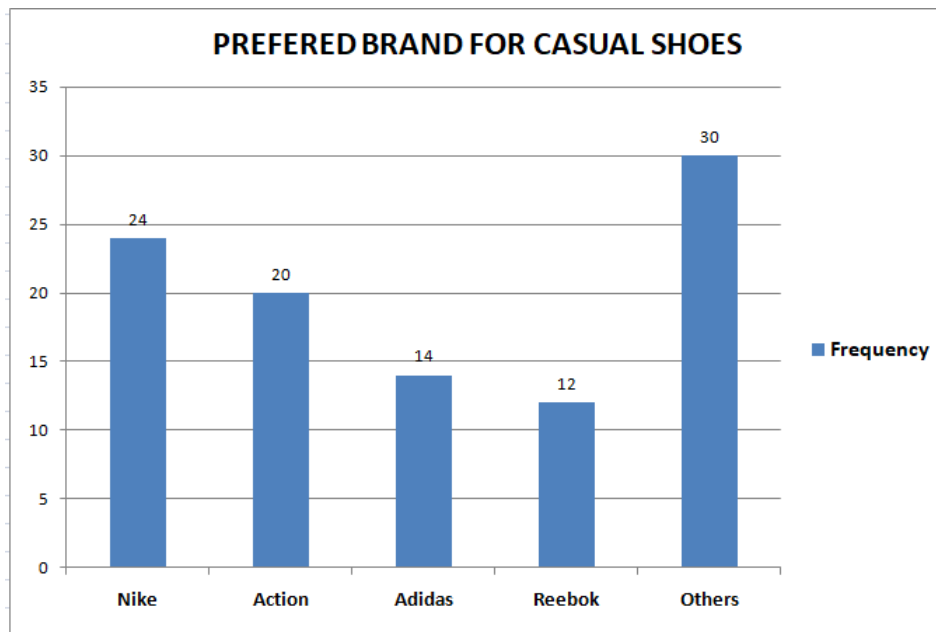
Yes	58	58.0
No	42	42.0



Interpretation: 58 respondents own a pair of branded shoes.

**4. Which brand do you prefer for casual shoes?**

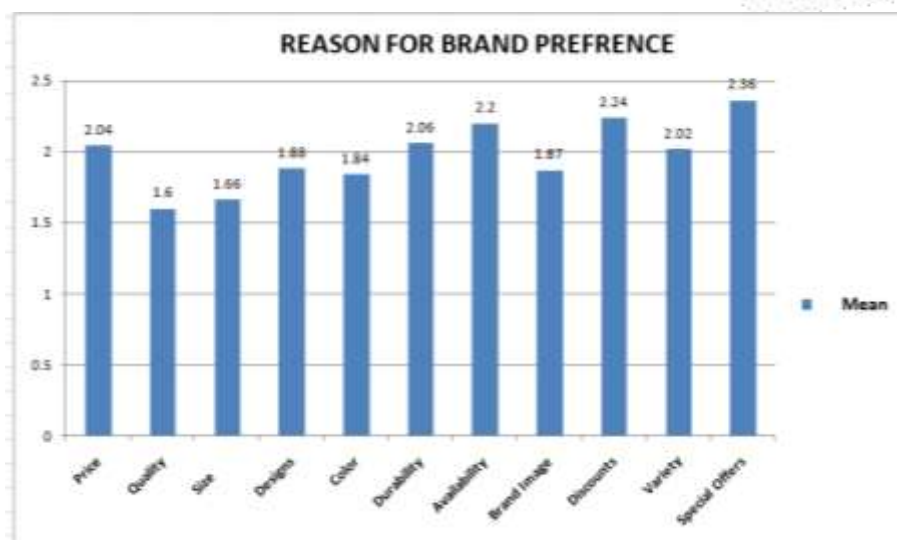
Particulars	Frequency	Percentage
Nike	24	24.0
Action	20	20.0
Adidas	14	14.0
Reebok	12	12.0
Others	30	30.0



Interpretation: 24 respondents prefer brand Nike while action is the second preferred brand prefer by 20 respondents. 14 and 12 respondents prefer Adidas and Reebok respectively.

**5. Why you prefer branded casual shoes Rank the factor from 1 to 11**

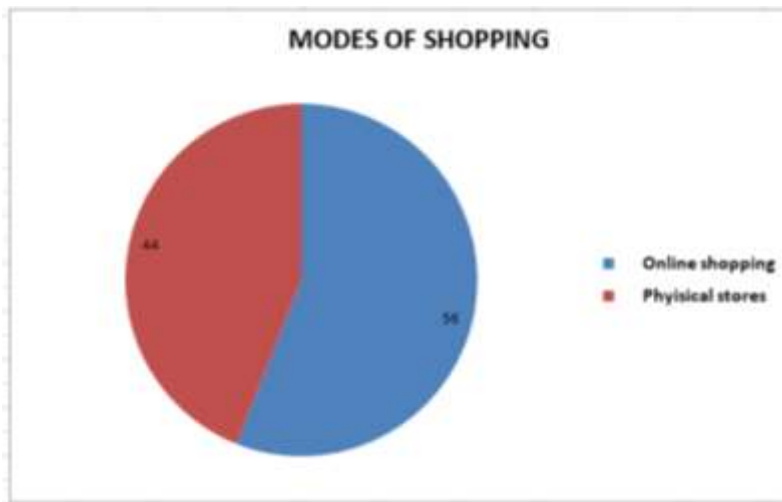
S.No.	Particulars	N	Mean
1.	Price	100	2.04
2.	Quality	100	1.60
3.	Size	100	1.66
4.	Designs	100	1.88
5.	Color	100	1.84
6.	Durability	100	2.06
7.	Availability	100	2.20
8.	Brand Image	100	1.87
9.	Discounts	100	2.24
10.	Variety	100	2.02
11.	Special Offers	100	2.36



Interpretation: Majority of respondents prefer brands because of discounts and special offer given by brand. Brand image is also another important factor consider by customer while choosing brand.

**6 which mode do you preferred to shop?**

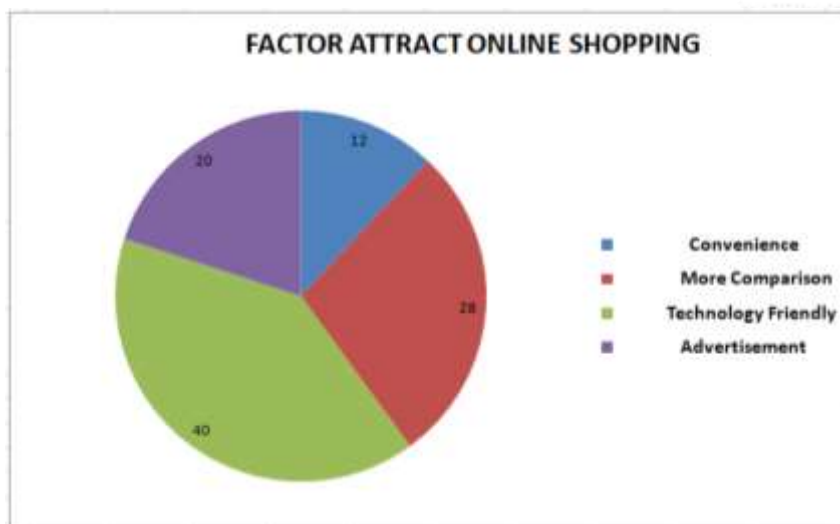
Particulars	No. of Respondents	Percentage
Online shopping	56	56
Physical stores	44	44
Total	100	100



Interpretation: 56 respondents prefer online shopping and 44 respondent prefer to visit the physical stores.

**7. Factors that attract to make online shoe Purchase**

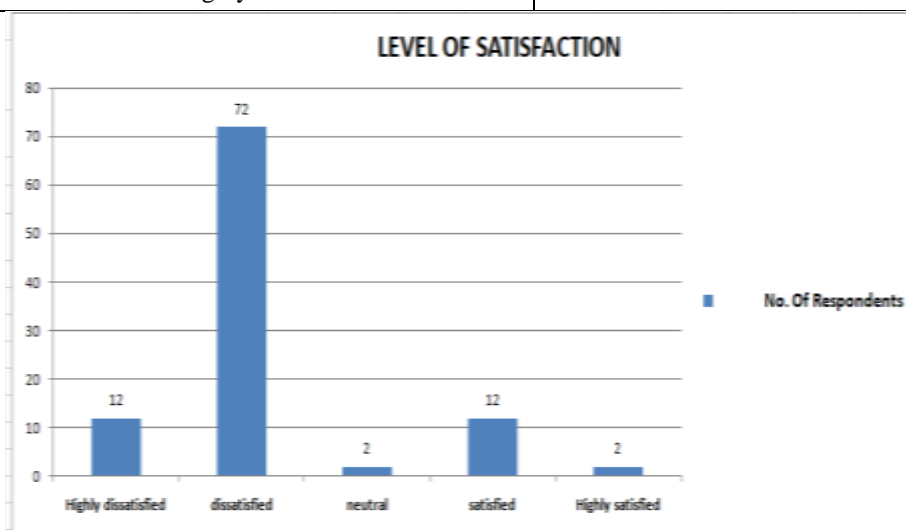
Particulars	No. Of Respondents
Convenience	12
More Comparison	28
Technology Friendly	40
Advertisement	20



Interpretation: 40 respondents prefer online shopping because it technology say user friendly , 20 respondents prefer online shopping because of convenience.

**8. Are you satisfied with your casual shoes brand?**

Particulars	No. Of Respondents
Highly dissatisfied	12
dissatisfied	72
neutral	2
satisfied	12
Highly satisfied	2



Interpretation: 72 respondents are dissatisfied with the pair of casual shoes brand they have purchased. 12 respondents are satisfied and only 2 respondents are highly satisfied with the pair of casual shoes brand they have purchased.

**HYPOTHESIS TESTING**

There is no association between age and overall satisfaction towards Branded casual shoes

Age Group	Highly dissatisfied	Dissatisfied	Netural	Satisfied	Highly Satisfied	Chi square value	P value
15-20 Years	6	26	2	4	0	1.25	0.071
	1.5	1.8	3.0	7.2	1.5		
	15.3%	0.0%	24.7%	44.7%	15.7%		
	52.0%	10.0%	50.0%	30.5%	30.0%		
	4.0%	0.0%	8.0%	14.0%	4.0%		
20-25 Years	6	40	0	4	2		
	1.4	1.7	2.8	6.7	1.4		
	31.4%	21.4%	31.4%	11.4%	4.4%		
	40.0%	40.0%	30.0%	11.0%	40.0%		
	6.0%	6.0%	6.9%	6.0%	4.0%		
	0	6	0	4	0		

25-30 years	2.1	2.5	4.2	10.1	2.1
	10.0%	14.3%	14.3%	56.7%	4.8%
	8.0%	50.0%	20.0%	58.5%	30.0%
	0.0%	6.0%	6.0%	28.0%	2.0%
Total	12	72	2	12	2
	6.0	36.0	1.0	6.0	1.0
	12.0%	42.0%	2.0%	12.0%	2.0%
	100%	100.0%	100.0%	100%	100.0%
	12.0%	42.0%	2.0%	12.0%	2.0%

Since the p value is 0.071 which is greater than 0.050 in which null hypothesis is accepted and alternate hypothesis rejected at 5% level of significance. Hence it is concluded that there is no association between age group and level of satisfaction toward branded casual shoes.

## FINDINGS

- People belongs to the age group of 20-25 are frequent buyers of casual shoes.
- Nike is the most preferred brand for the casual shoes.
- 72% of respondents are not satisfied with their purchase.
- 52% consumer preferred online shopping because they are technology friendly.

## CONCLUSION

From analysis it was concluded that buying behavior of customers toward branded casual shoes is affected by the size, quality, offers, availability, durability etc. most of the people prefer to buy the shoes by online mode. There is no association between age group and satisfaction level.

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